
Zaman Zahoor

Digital Marketer

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Portfolio website:-

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<https://zaman-marketer.vercel.app/>

OBJECTIVE

Goal-oriented digital marketer with a strong passion for optimizing campaigns and driving results. Proficient in **Google Ads**, Facebook Ads, social media and email marketing, and marketing analytics. Experienced in leveraging data analytics, **media planning**, **customer personae**, and **marketing funnels** to achieve measurable success in digital campaigns. Actively stays updated on industry trends and best practices, with a keen interest in **using AI and prompt engineering** to enhance digital marketing strategies. Looking for an internship opportunity to further excel and make a positive impact in digital marketing.

SKILLS

- Facebook & Google Ads (**Media Buying**)
- Google Analytics 4 (**Marketing Analytics**)
- Google Tag Manager (**Conversion Tracking**)
- Google Data Studio (**Reporting**)
- Conversion Rate Optimization (**CRO**)
- Keywords Research
- Media Planning
- E-commerce Management
- CRM & automation
- Market Research
- Customer Personae
- Marketing funnel

EXPERIENCE

Felixhawk.com *Marketing Assistant*

- Assist graphic designers in producing resonating content
- Support the marketing team on 20+ campaigns across five marketing channels
- Conduct market research to identify trending content
- Develop content for social media posts and manage website content
- Create monthly social media calendars and publish posts

TAJI Digital Solutions *E-commerce Analyst.*

- Design Shopify stores
- Manage/upload and edit product/category content, images, prices, variants, and product listings that will be published on Shopify websites.

EDUCATION & CERTIFICATIONS

Google Career Certificate in Digital Marketing and E-commerce

February 2023

Bachelors in Entrepreneurship & Innovation Bahauddin Zakariya University

LANGUAGES

English	Urdu	Hindi	Arabic
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TOOLS

- Hootsuite
- MS Excel
- Buffer
- Microsoft Applications
- SEMRUSH
- Mailchimp

AWARDS & RECOGNITIONS

- ★ Contributor at Catchafire.org, a professional volunteer organization